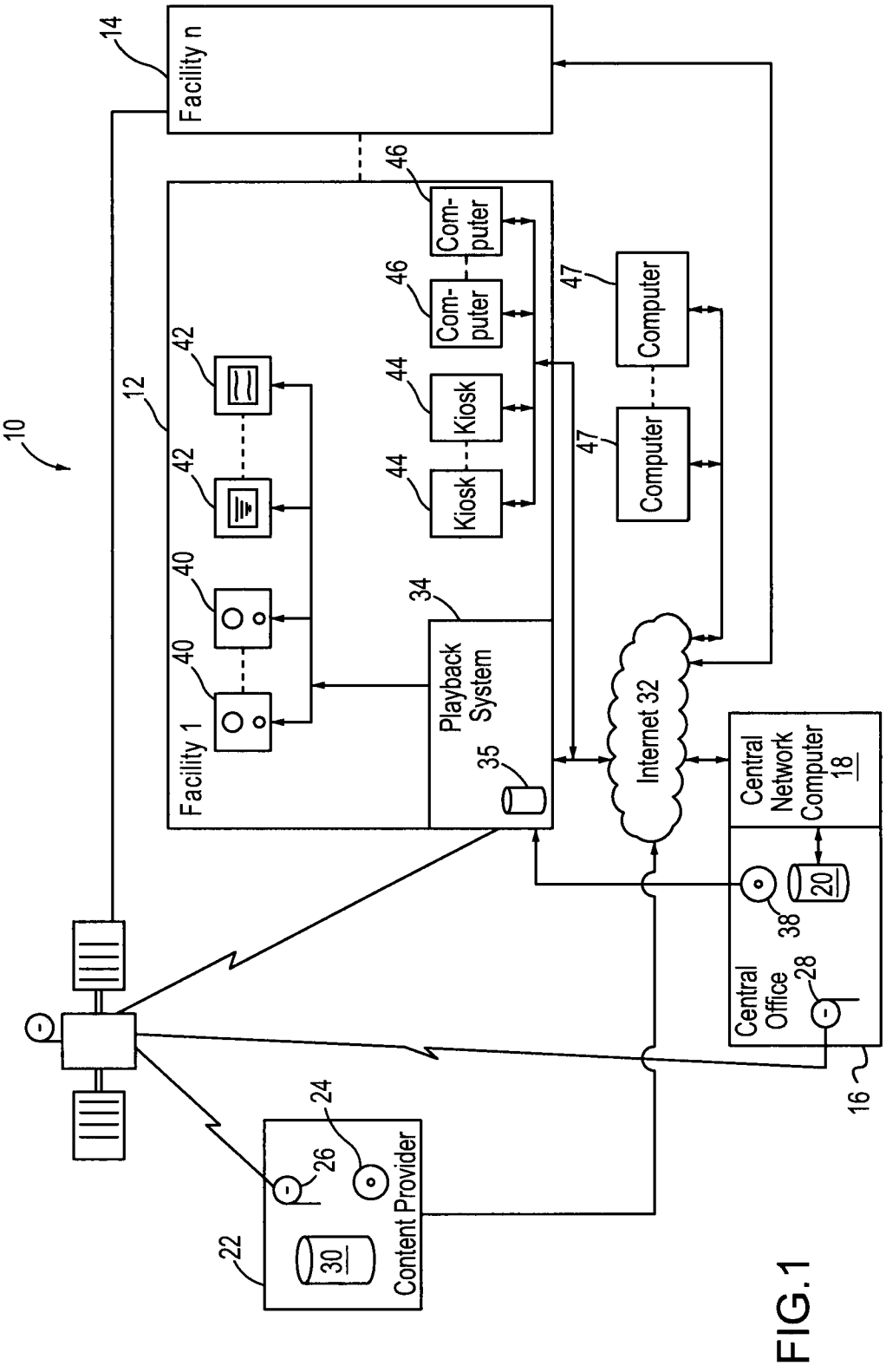

10
12
14
Facility n
Facility 1
16
Internet 32
Central Network Computer 18
Central Office
28
38
20
Playback System
34
35
Content Provider
22
24
26
30
Com-puter
46
Kiosk
44
Computer
47
40
42

FIG.1

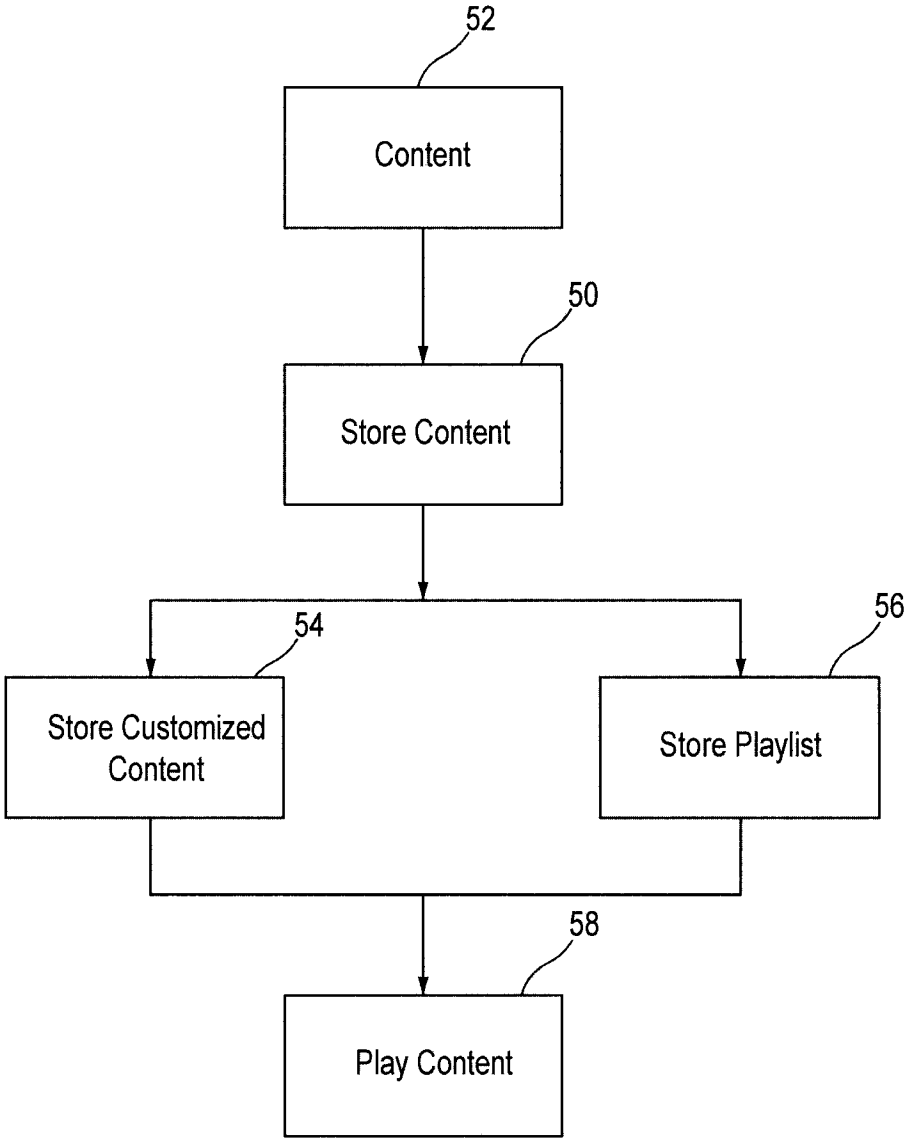

52
Content
50
Store Content
54
Store Customized Content
56
Store Playlist
58
Play Content

FIG.2

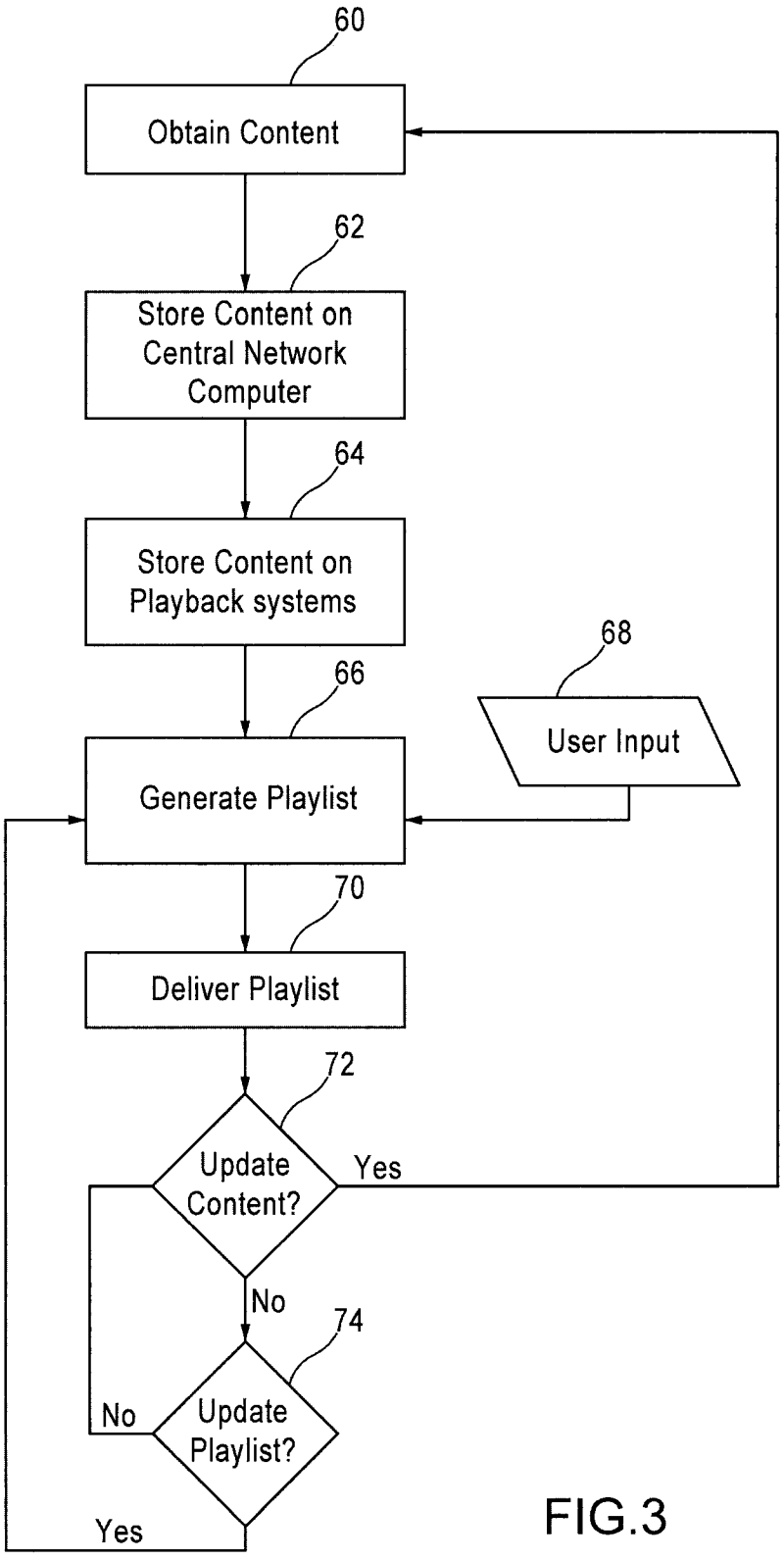

60
Obtain Content
62
Store Content on Central Network Computer
64
Store Content on Playback systems
66
Generate Playlist
68
User Input
70
Deliver Playlist
72
Update Content?
Yes
No
74
Update Playlist?
No
Yes

FIG.3

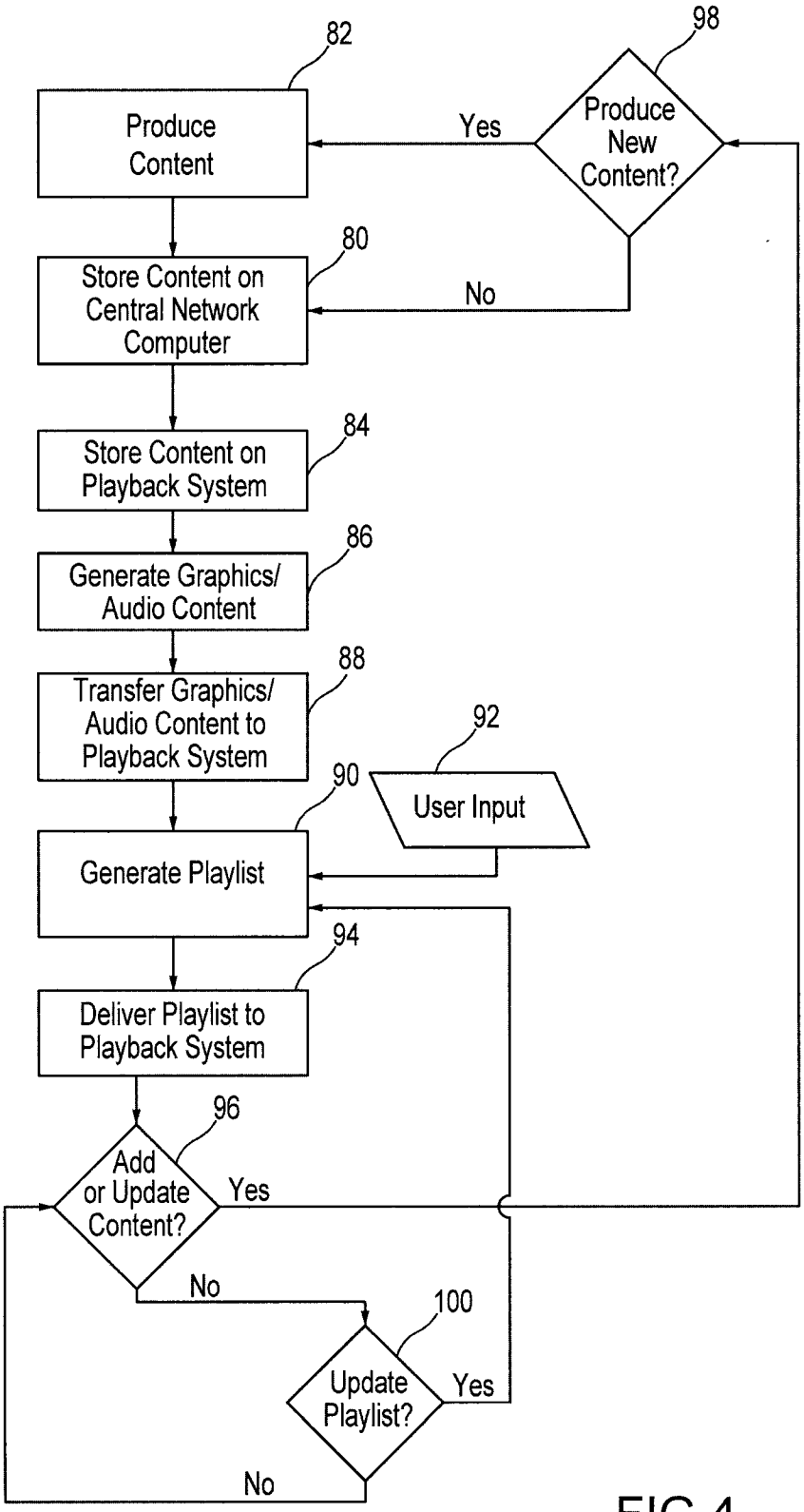

82
Produce Content
98
Produce New Content?
Yes
80
Store Content on Central Network Computer
No
84
Store Content on Playback System
86
Generate Graphics/ Audio Content
88
Transfer Graphics/ Audio Content to Playback System
92
User Input
90
Generate Playlist
94
Deliver Playlist to Playback System
96
Add or Update Content?
Yes
No
100
Update Playlist?
Yes
No

FIG.4

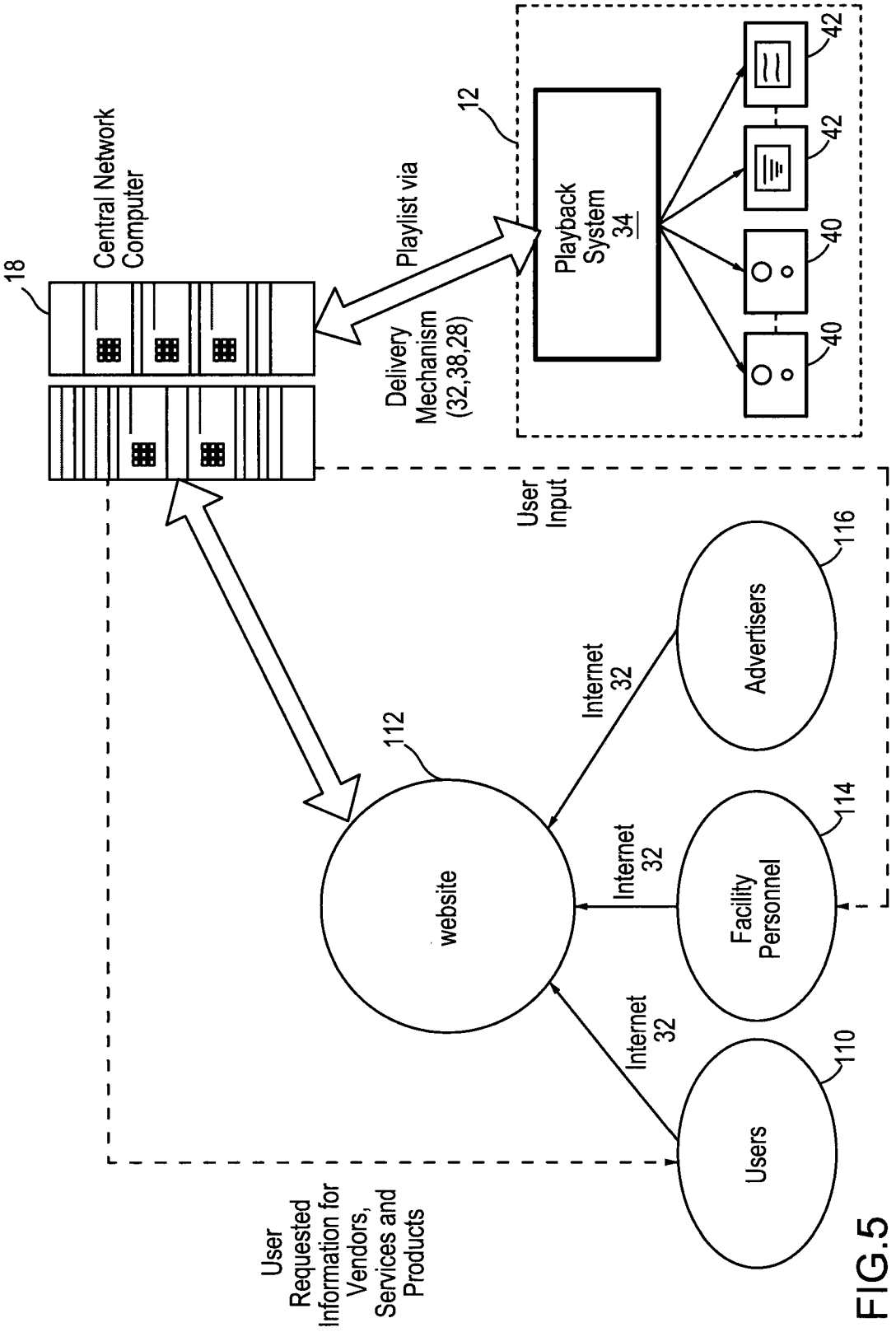

18
Central Network Computer
Playlist via
Delivery Mechanism (32,38,28)
12
Playback System 34
42
42
40
40
User Input
User Requested Information for Vendors, Services and Products
112
website
Internet 32
Internet 32
Internet 32
116
Advertisers
114
Facility Personnel
110
Users

FIG.5

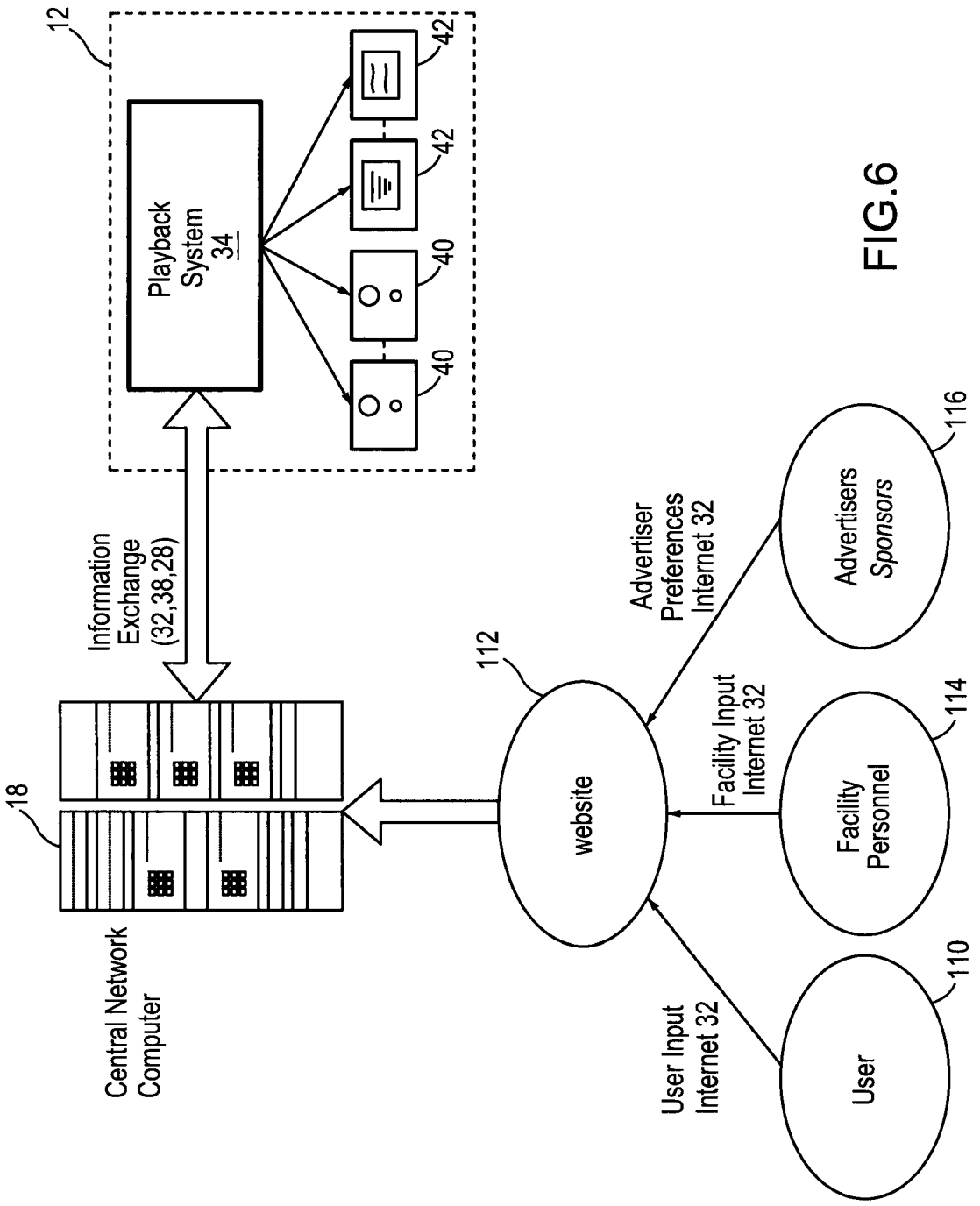

12
Playback System 34
42
42
40
40
Information Exchange (32,38,28)
18
Central Network Computer
112
website
Advertiser Preferences Internet 32
Facility Input Internet 32
User Input Internet 32
Advertisers Sponsors
116
Facility Personnel
114
User
110

FIG.6

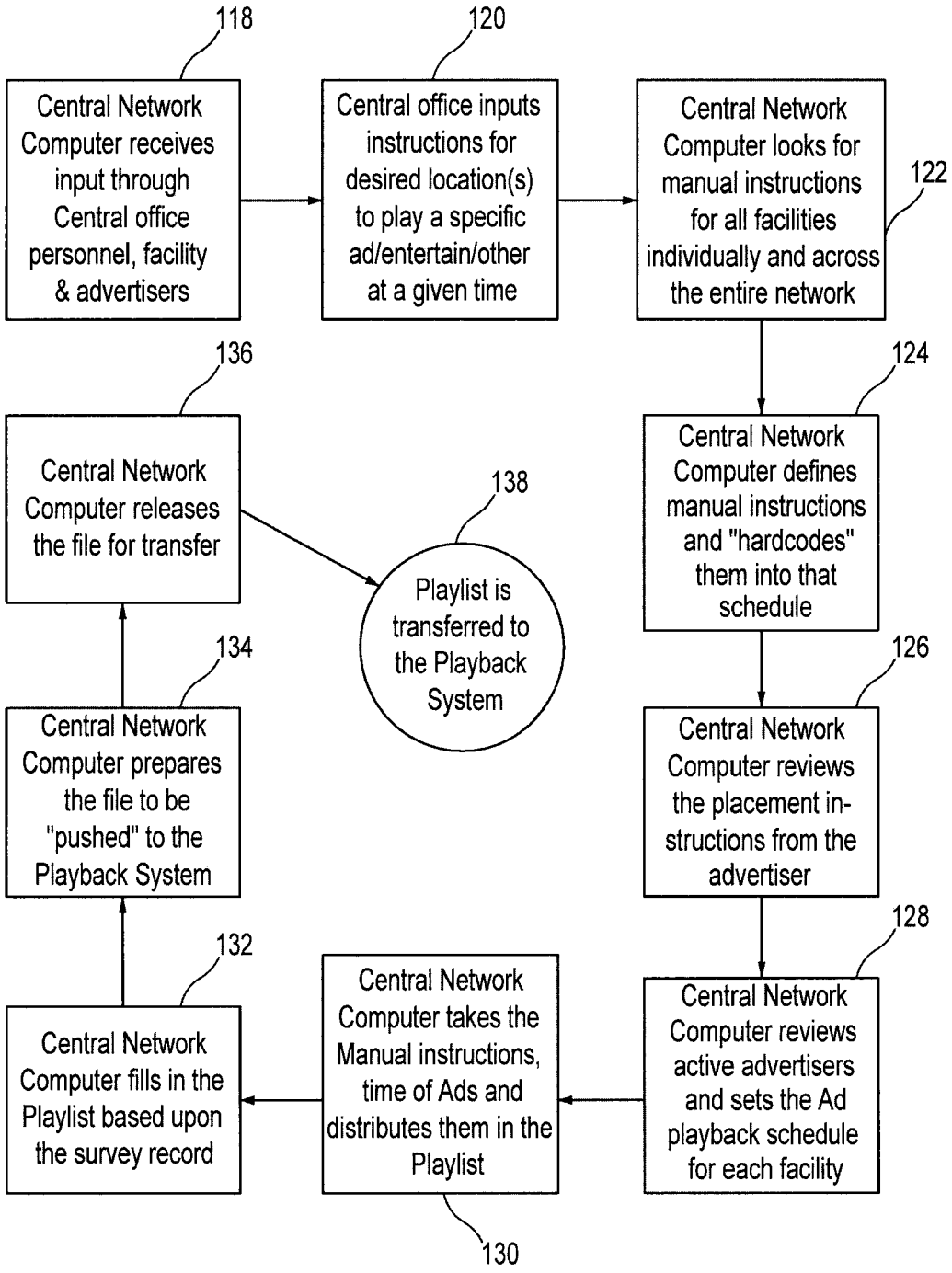

118
Central Network Computer receives input through Central office personnel, facility & advertisers
120
Central office inputs instructions for desired location(s) to play a specific ad/entertain/other at a given time
Central Network Computer looks for manual instructions for all facilities individually and across the entire network
122
124
Central Network Computer defines manual instructions and "hardcodes" them into that schedule
126
Central Network Computer reviews the placement instructions from the advertiser
128
Central Network Computer reviews active advertisers and sets the Ad playback schedule for each facility
Central Network Computer takes the Manual instructions, time of Ads and distributes them in the Playlist
130
Central Network Computer fills in the Playlist based upon the survey record
132
Central Network Computer prepares the file to be "pushed" to the Playback System
134
Central Network Computer releases the file for transfer
136
138
Playlist is transferred to the Playback System

FIG.7

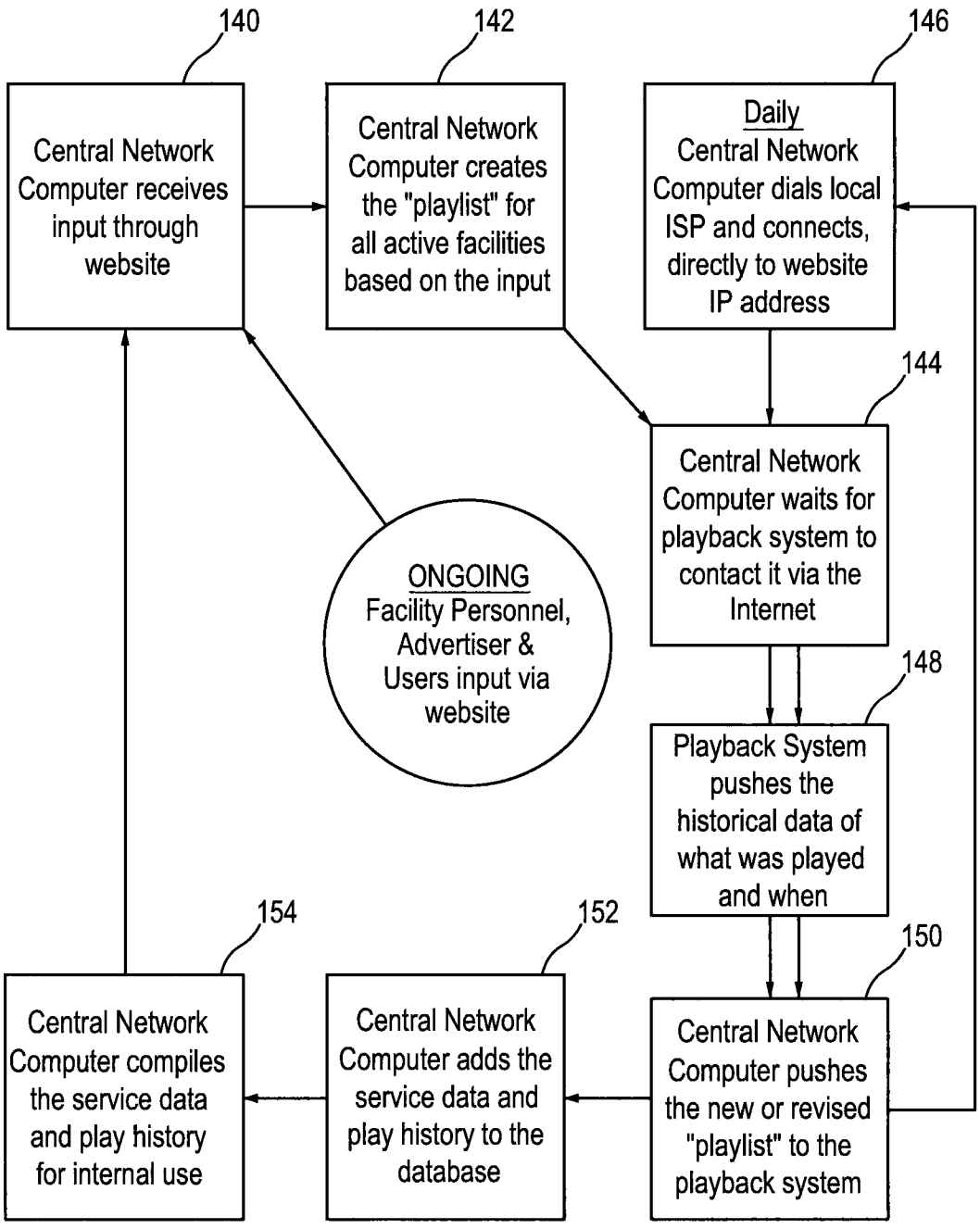

140
142
146
Central Network Computer receives input through website
Central Network Computer creates the "playlist" for all active facilities based on the input
Daily
Central Network Computer dials local ISP and connects, directly to website IP address
144
Central Network Computer waits for playback system to contact it via the Internet
ONGOING
Facility Personnel, Advertiser & Users input via website
148
Playback System pushes the historical data of what was played and when
154
152
150
Central Network Computer compiles the service data and play history for internal use
Central Network Computer adds the service data and play history to the database
Central Network Computer pushes the new or revised "playlist" to the playback system

FIG.8

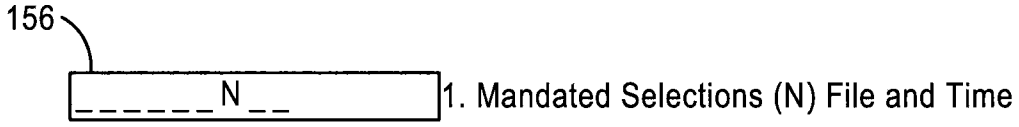


FIG.9

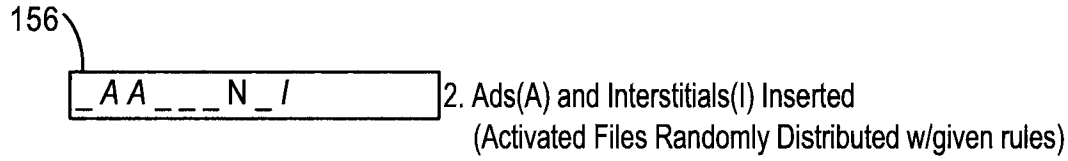


FIG.10

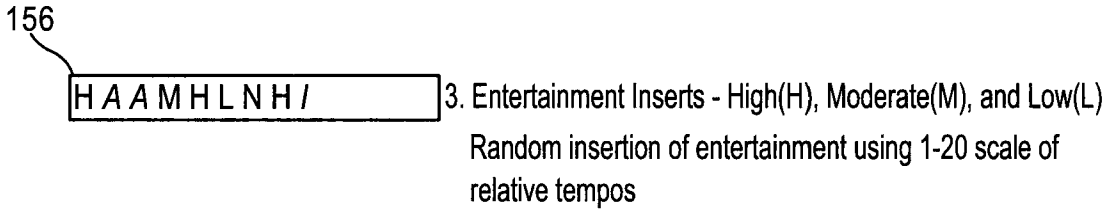


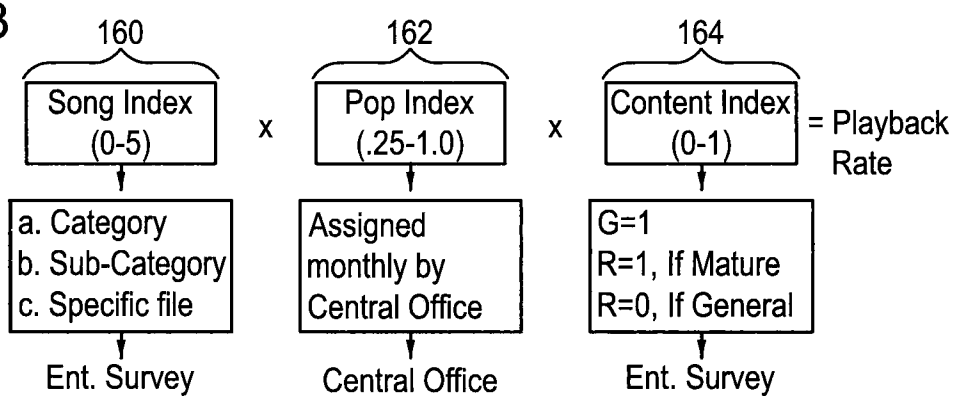
FIG.11

FIG.12

158

High Ent.(H)	Mod Ent.(M)	Low Ent.(L)	Ads (A)	Interstitials (I)
HE001	ME001	LE001	AD001	Int001
HE002	ME002	LE002	AD002	Int002
HE003	ME003	LE003	AD003	Int003
HE004	ME004	LE004	AD004	Int004
HE005	ME005	LE005	AD005	Int005
HE006	ME006	LE006	AD006	Int006
HE007	ME007	LE007	AD007	Int007
HE008	ME008	LE008	AD008	Int008
HE009	ME009	LE009	AD009	Int009
HE010	ME010	LE010	AD010	Int010
HE011	ME011	LE011	AD011	Int0011

FIG.13



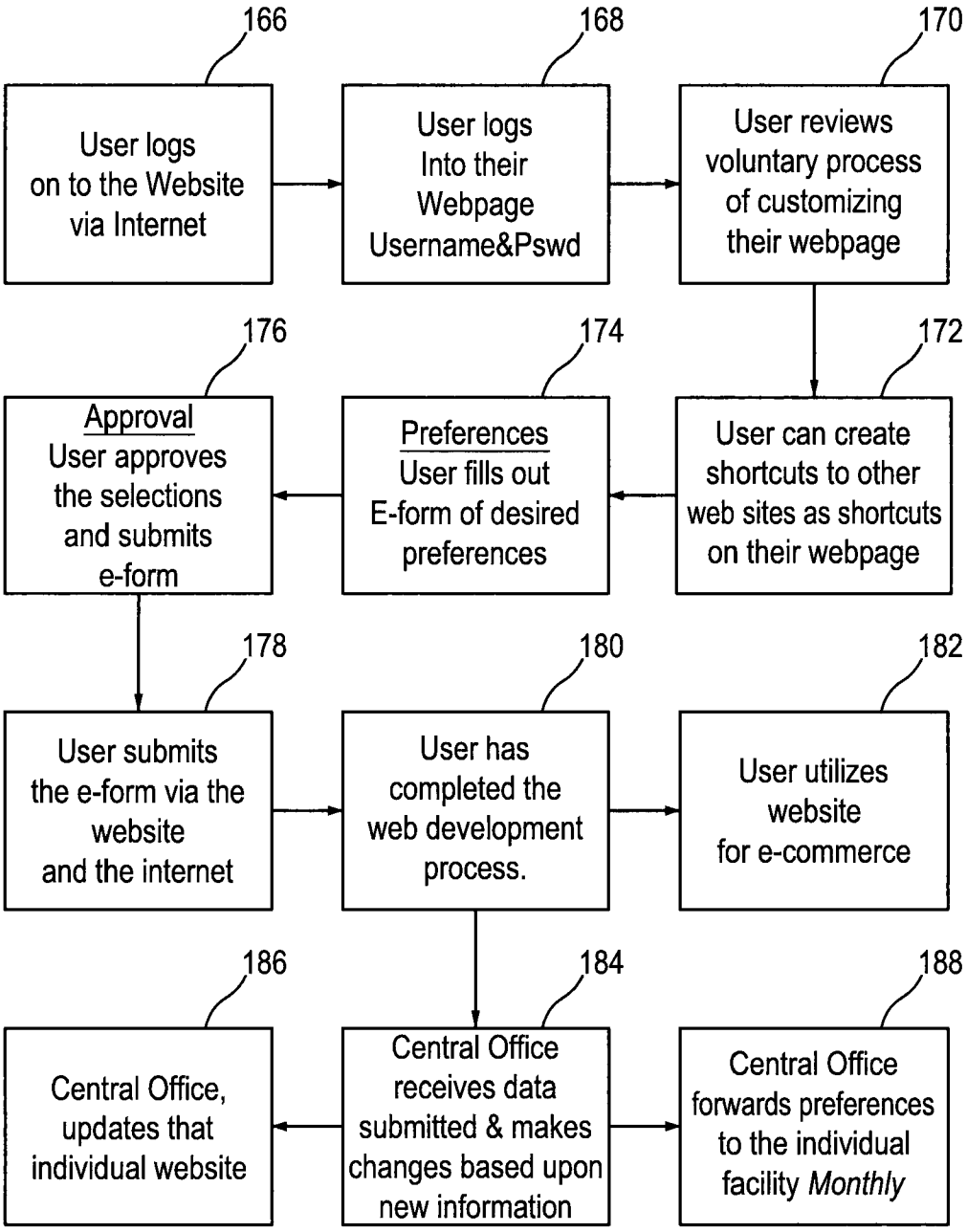

166
User logs on to the Website via Internet
168
User logs Into their Webpage Username&Pswd
170
User reviews voluntary process of customizing their webpage
176
Approval
User approves the selections and submits e-form
174
Preferences
User fills out E-form of desired preferences
172
User can create shortcuts to other web sites as shortcuts on their webpage
178
User submits the e-form via the website and the internet
180
User has completed the web development process.
182
User utilizes website for e-commerce
186
Central Office, updates that individual website
184
Central Office receives data submitted & makes changes based upon new information
188
Central Office forwards preferences to the individual facility *Monthly*

FIG.14

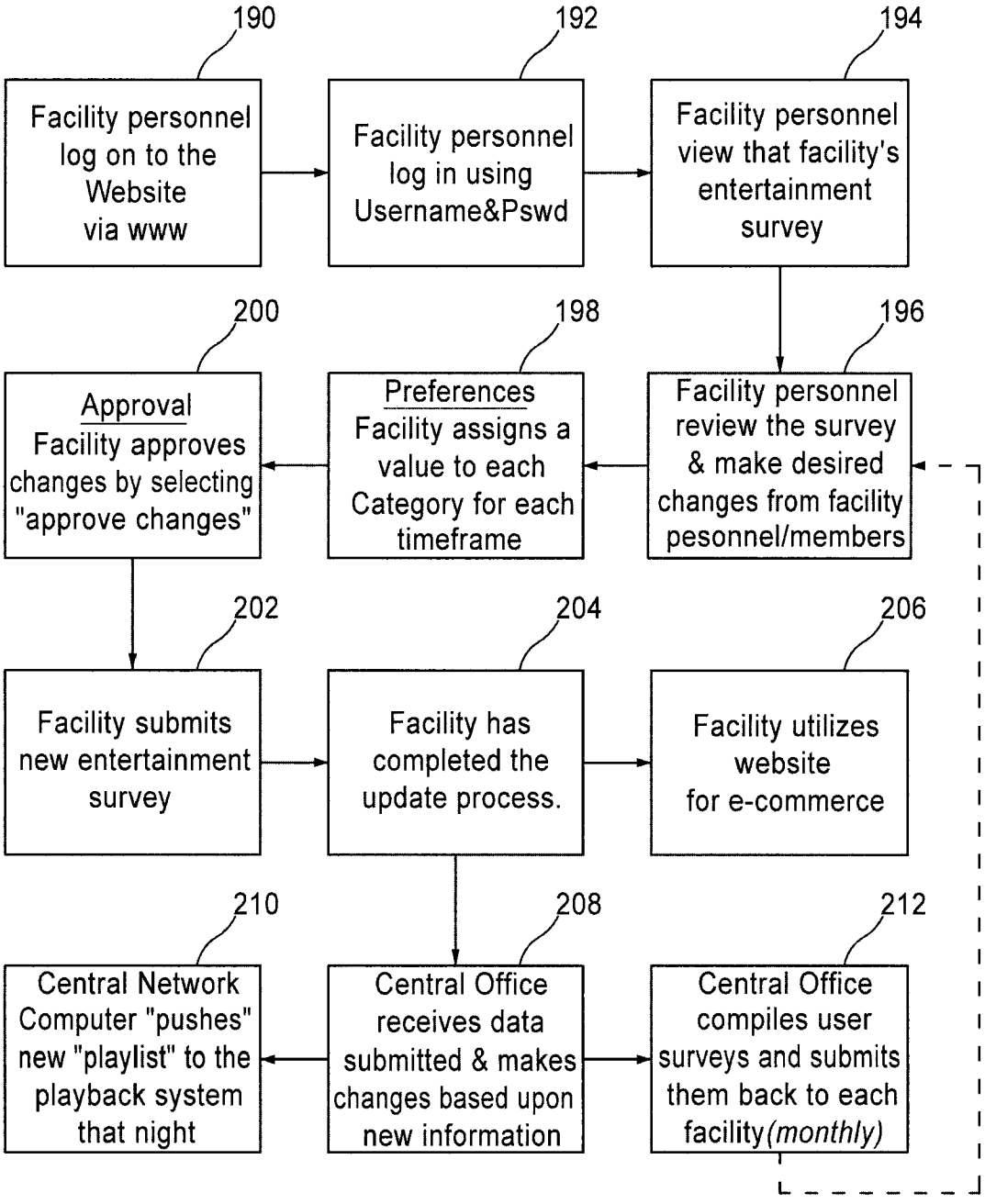

190
Facility personnel log on to the Website via www
192
Facility personnel log in using Username&Pswd
194
Facility personnel view that facility's entertainment survey
200
Approval
Facility approves changes by selecting "approve changes"
198
Preferences
Facility assigns a value to each Category for each timeframe
196
Facility personnel review the survey & make desired changes from facility pesonnel/members
202
Facility submits new entertainment survey
204
Facility has completed the update process.
206
Facility utilizes website for e-commerce
210
Central Network Computer "pushes" new "playlist" to the playback system that night
208
Central Office receives data submitted & makes changes based upon new information
212
Central Office compiles user surveys and submits them back to each facility(monthly)

FIG.15

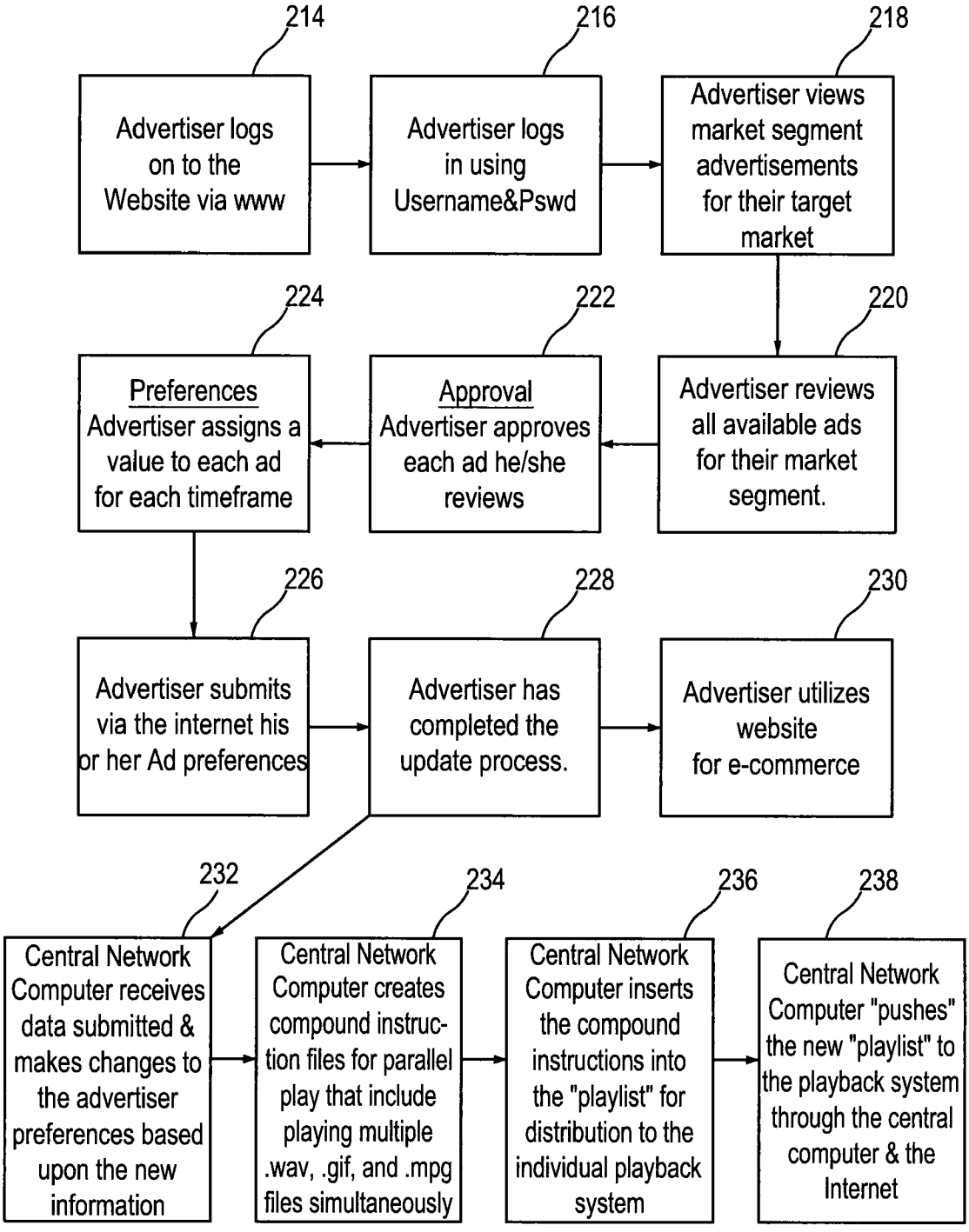

214
Advertiser logs on to the Website via www
216
Advertiser logs in using Username&Pswd
218
Advertiser views market segment advertisements for their target market
220
Advertiser reviews all available ads for their market segment.
222
Approval
Advertiser approves each ad he/she reviews
224
Preferences
Advertiser assigns a value to each ad for each timeframe
226
Advertiser submits via the internet his or her Ad preferences
228
Advertiser has completed the update process.
230
Advertiser utilizes website for e-commerce
232
Central Network Computer receives data submitted & makes changes to the advertiser preferences based upon the new information
234
Central Network Computer creates compound instruction files for parallel play that include playing multiple .wav, .gif, and .mpg files simultaneously
236
Central Network Computer inserts the compound instructions into the "playlist" for distribution to the individual playback system
238
Central Network Computer "pushes" the new "playlist" to the playback system through the central computer & the Internet

FIG.16

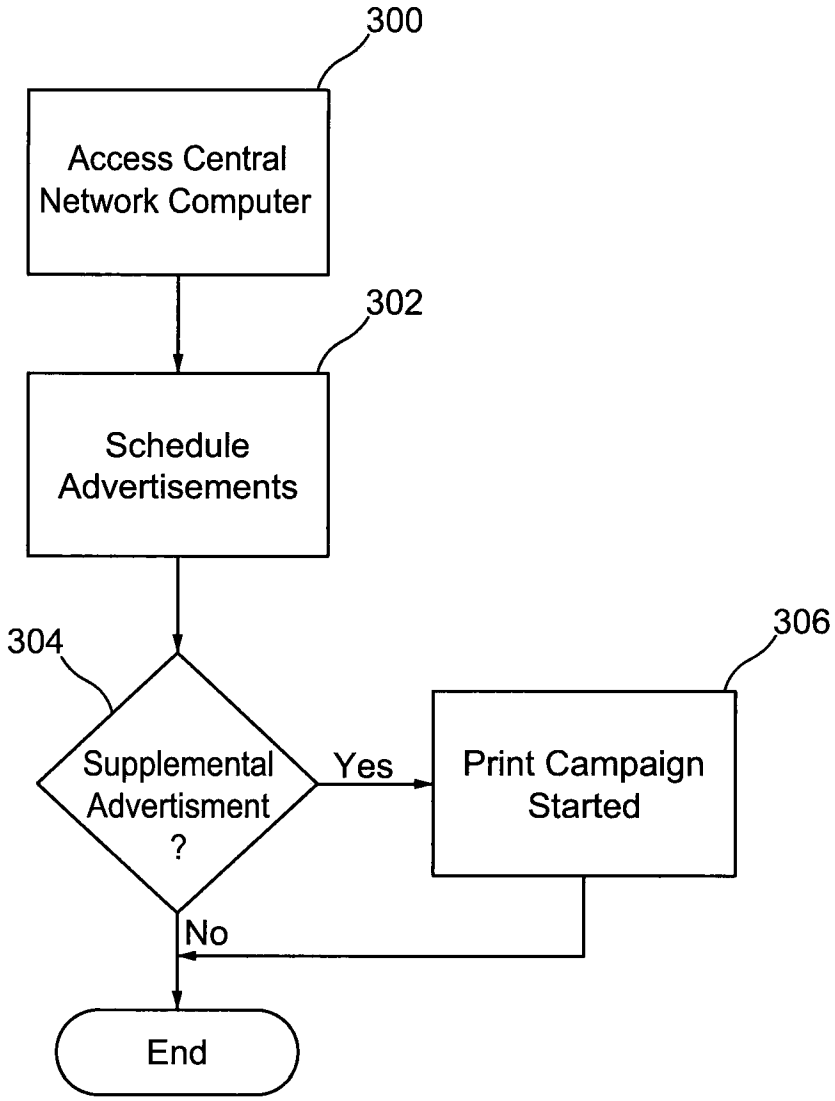

300
Access Central Network Computer
302
Schedule Advertisements
304
Supplemental Advertisment ?
Yes
306
Print Campaign Started
No
End

FIG.17